

VIA FIRST-CLASS MAIL

January 15, 2008

Ms. Monica Desai
Media Bureau
Federal Communications Commission
445 12th Street SW
Washington DC 20554

RE: *Exclusive Agreements*

Dear Ms. Desai:

Private cable companies ("PCOs") provide significant benefits to all types of multi-family customers (i.e. apartment residents) in numerous situations. And in every scenario, it is possible to provide such benefits because of the "exclusive service" provision in the right-of-entry agreement.

PCOs can customize their offerings to benefit a property owner's clientele (resident profile). For instance, one of my clients has created a "specialized" channel line-up and product offering for a predominantly Spanish resident profile. They are investing in the property to create something unique and special for this customer. Without exclusivity provisions, this would not be possible. The local cable company only offered a few Spanish channels.

PCOs are able to expand "choices" for apartment residents with exclusivity available. They can provide expanded packages, more customized, and offer better service. In fact, this level of competition can often elevate service performance among all operators in a market.

If we lose the ability to provide exclusivity, an entire market segment will not be able to compete and offer "choice" to apartment consumers across the U.S.

I believe it is the most prudent decision for the FCC is to continue "exclusivity" provisions for PCOs. It allows the apartment market to have another alternative that can provide choice, customization and unique services not offered by other operators. Without exclusivity, PCOs may go away and leave the apartment sector with a single phone and single cable option to choose from.

Kind regards,

Bryan J. Rader
CEO, Bandwidth Consulting